MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2017/2018

BMK2034 – MARKETING STRATEGY

(All sections / Groups)

16 OCTOBER 2017
9.00 a.m – 11.00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 1 page (excluding cover page) with 5 questions only.
2. Attempt ALL FIVE questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answer in the Answer Booklet provided.

ANSWER ALL QUESTIONS.

QUESTION 1

a) In terms of managing customer expectations, what are the three possible outcomes that may occur when expectations are compared to actual product performance?

10 Marks

b) Discuss the relationship between customer expectations and customer satisfaction.

10 Marks

(20 Marks)

QUESTION 2

a) One of the most interesting aspects of marketing implementation is its relationship to the strategic planning process. Many of the problems of marketing implementation occur because of its relationship to strategic planning. What are the three most common issues in this relationship?

10 Marks

b) Explain why marketing implementation is difficult for many firms.

10 Marks

(20 Marks)

QUESTION 3

Explain the pyramid of social responsibility.

(20 Marks)

QUESTION 4

Explain why each level of the product life cycle is an important consideration in selecting and developing a marketing strategy.

(20 Marks)

QUESTION 5

Discuss the benefits associated with offering a large portfolio of products.

(20 Marks)

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